



WCNC
1001 Wood Ridge Center Dr.
Charlotte, NC 28217-1901

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 841534

Schedule Dates 10/29/12-11/05/12
Advertiser Pat McCrory for NC Governor (26626)
Agency/T-Code Smart Media Group (7611)/788239874
Product Political - State Governor (1177)
Brand C29N06 REPUBLICAN NC GOV (173669)
Salesperson Nesci, Mark (3195)
Sales Office HRP - Washington DC
Buyer Name HANLEN,LINDSAY
Phone/Fax (919) 424-7128 /
CPE MCCRO/ORDR/C29N06
Account Types National/Political Candidate - Agency
Billing Type Standard
Comments MCCRORY FOR GOVERNOR

Date Entered 07/10/12
Last Modified 11/01/12
Entered By Melissa Welch
CO-OP No
Headline # 06218608
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,333.25
Net Total \$13,221.75
Sales Tax

Charlotte (WCNC) (WCNC)

By Broadcast Month	Spots	Rate
Nov. 2012	25	\$15,555.00
Grand Total:	25	\$15,555.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10P- Dateline NBC						1				\$1,350.00		Charlotte (WCNC) (WCNC)		7/10/12
1.0.1	Closed Preempt	11/02/12															Charlotte (WCNC) (WCNC)	S/I-Program Change/Exception - REVOLUTION 10P	
3.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	11:59A- 12:30P (ET)						1			1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
4.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:30P- 6:59P (ET)						1			1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
7.0	Normal Line / SPOT	10/29/12-11/05/12	4	:30	11:59A- 12:30P (ET)		1							2	\$125.00	\$250.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12
8.0	Normal Line / SPOT	10/29/12-11/05/12	3	:30	6:30P- 6:59P (ET)		1							2	\$720.00	\$1,440.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
11.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:30P- 7P (ET)								1		\$630.00		Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
11.0.1	Closed Preempt	11/04/12															Charlotte (WCNC) (WCNC)	I-No Avail/Exception -	
12.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	8A- 9A (ET)								1	1	\$470.00	\$470.00	Charlotte (WCNC) (WCNC)	SUN TODAY	7/10/12
13.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	6:30P- 6:59P (ET)					1				1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
16.0	Normal Line / SPOT	10/30/12-10/30/12	3	:30	6:30P- 6:59P (ET)			1						1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
18.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	11:59A- 12:30P (ET)				1					1	\$125.00	\$125.00	Charlotte (WCNC) (WCNC)	NEWS AT NOON	7/10/12

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19.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	6:30P- 6:59P (ET)				1					1	\$720.00	\$720.00	Charlotte (WCNC) (WCNC)	NIGHTLY NEWS	7/10/12
20.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	11P- 11:34P (ET)						1			1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
22.0	Normal Line / SPOT	10/29/12-11/05/12	4	:30	11P- 11:34P (ET)		1							2	\$515.00	\$1,030.00	Charlotte (WCNC) (WCNC)		8/1/12
28.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	11P- 11:34P (ET)					1				1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
31.0	Normal Line / SPOT	10/30/12-10/30/12	4	:30	11P- 11:34P (ET)			1						1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
33.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	11P- 11:34P (ET)				1					1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		8/1/12
37.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	6:59P- 7:30P (ET)				1					1	\$1,260.00	\$1,260.00	Charlotte (WCNC) (WCNC)		10/31/12
38.0	Normal Line / SPOT	11/01/12-11/02/12	4	:30	6:59P- 7:30P (ET)	1				X	X			1	\$1,260.00	\$1,260.00	Charlotte (WCNC) (WCNC)		10/31/12
39.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	7:30P- 7:58P (ET)				1					1	\$1,395.00	\$1,395.00	Charlotte (WCNC) (WCNC)		10/31/12
40.0	Normal Line / SPOT	11/01/12-11/02/12	4	:30	7:30P- 7:58P (ET)	1				X	X				\$1,395.00		Charlotte (WCNC) (WCNC)		10/31/12
40.0.1	Closed Preempt	11/02/12															Charlotte (WCNC) (WCNC)	S-In Lieu of Revision/Spot -	
41.0	Normal Line / SPOT	11/01/12-11/03/12	4	:30	11P- 11:34P (ET)	1				X	X	X		1	\$515.00	\$515.00	Charlotte (WCNC) (WCNC)		10/31/12
42.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11A- 11:30A (ET)								1	1	\$0.00	\$0.00	Charlotte (WCNC) (WCNC)	LUR VALUE @ \$450	10/31/12
43.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	11:30A- 12P (ET)								1	1	\$0.00	\$0.00	Charlotte (WCNC) (WCNC)	LUR VALUE @ \$153	10/31/12

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44.0	M/G For 40.0.1 / SPOT	11/05/12-11/05/12	4	:30	7:30P- 7:58P (ET)	1	1							1	\$1,395.00	\$1,395.00	Charlotte (WCNC) (WCNC)		11/1/12
45.0	M/G For 1.0.1 / SPOT	11/02/12-11/02/12	4	:30	10P- Revolution	1					1			1	\$1,350.00	\$1,350.00	Charlotte (WCNC) (WCNC)		11/1/12

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